

► QUARTERLY STATS2-6



► LOUISIANATRAVEL.COM
QUARTERLY REPORT 6



► WHATS NEW 7-9

► INDUSTRY RESEARCH ..10-11

► LOT STAFF DIRECTORY ..12-13

○ ISSUE 6 | ○ VOLUME 14 | ○ November 2010

Research *focus*

Check out our new look! We put a facelift on the quarterly research newsletter to reflect our commitment to meeting the needs of Louisiana's tourism industry in new, fresh ways.

We continue to provide you with statistics and information on travel industry trends and insights, both here in Louisiana and abroad. And you can expect new studies in the coming year offering information to help you do your job even more effectively.

Feel free to contact us at any time should we have research that fits your specific marketing, advertising and promotion needs.

Melody, Lynne and Jeff
tourismresearch@crt.state.la.us
Research and Development Team
Louisiana Office of Tourism



PRODUCED BY
THE LOUISIANA OFFICE OF TOURISM

LOUISIANA
LouisianaTravel.com

Lodging Statistics

Occupancy (%)									
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
2010	50.6	64.0	65.4	63.90	64.10	65.80	69.8	58.2	57.2
2009	55.5	65.4	62.4	59.30	56.40	60.50	62.1	50.9	48.5
<i>Percent Change</i>	-8.80	-2.10	4.80	7.80	13.50	8.70	12.30	14.3	17.8
ADR									
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
2010	87.32	97.71	98.30	99.83	98.84	87.70	88.90	80.42	84.27
2009	95.51	101.38	93.05	96.10	90.22	92.19	86.58	78.07	78.87
<i>Percent Change</i>	-8.60	-3.67	5.60	3.90	9.50	-4.90	2.7	3.0	6.8

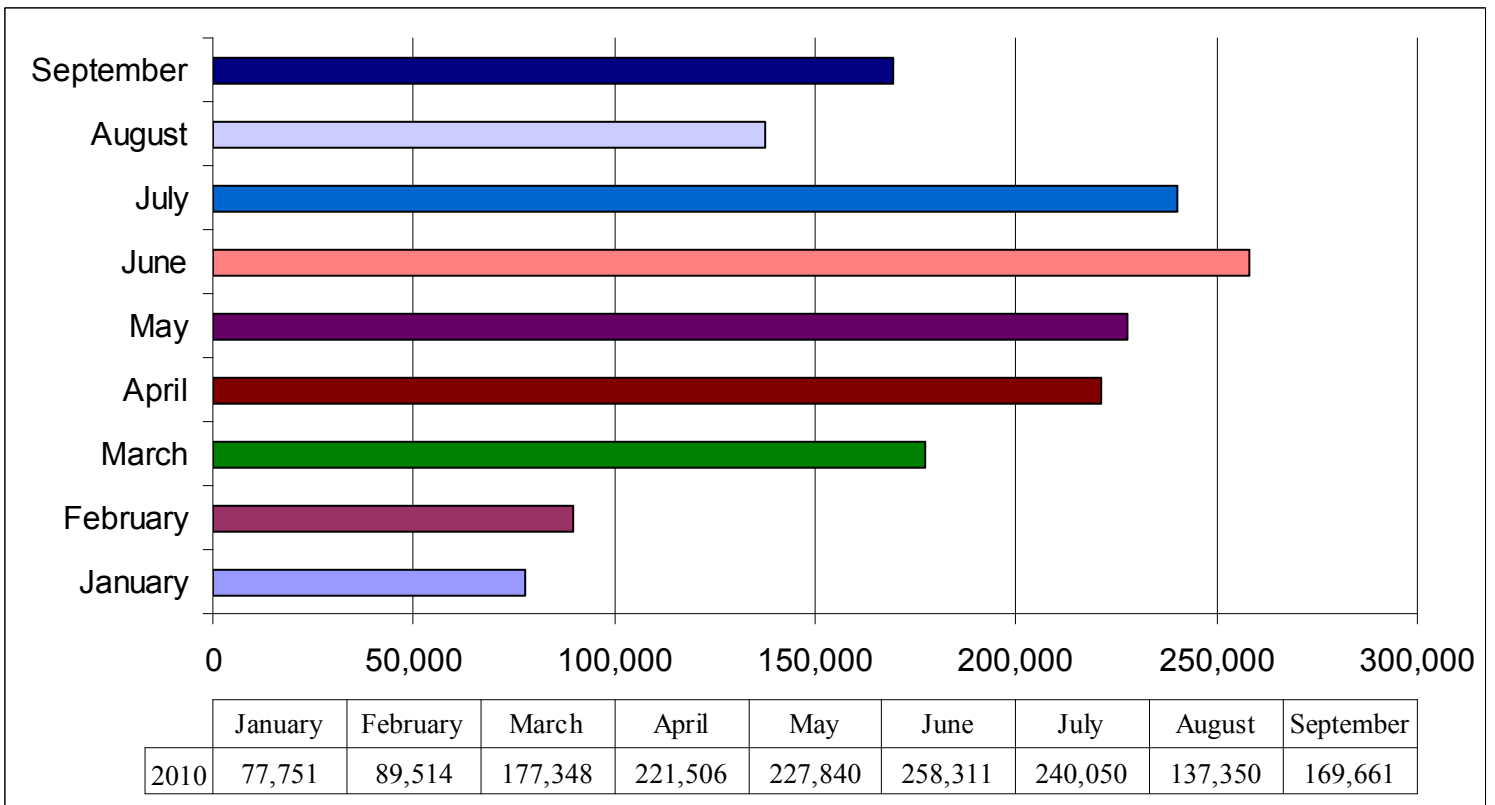
Louisiana Gaming Gross Revenue

	Riverboat	Racinos	Landbased	Total Gaming
January	\$ 131,236,279	\$ 31,477,820	\$ 26,981,839	\$ 189,695,938
February	\$ 145,031,546	\$ 34,475,469	\$ 29,241,723	\$ 208,748,738
March	\$ 142,443,925	\$ 34,441,312	\$ 29,646,280	\$ 206,531,517
April	\$ 135,726,343	\$ 32,840,679	\$ 31,976,969	\$ 200,543,991
May	\$ 137,742,453	\$ 35,048,238	\$ 30,818,224	\$ 203,608,915
June	\$ 128,754,089	\$ 30,420,206	\$ 25,476,112	\$ 184,650,407
July	\$ 152,004,182	\$ 35,610,245	\$ 31,803,943	\$ 219,418,370
August	\$ 134,702,227	\$ 32,065,434	\$ 26,608,473	\$ 193,376,134
Total Revenue	\$ 1,107,641,044	\$266,379,403	\$232,553,563	\$ 1,606,574,010

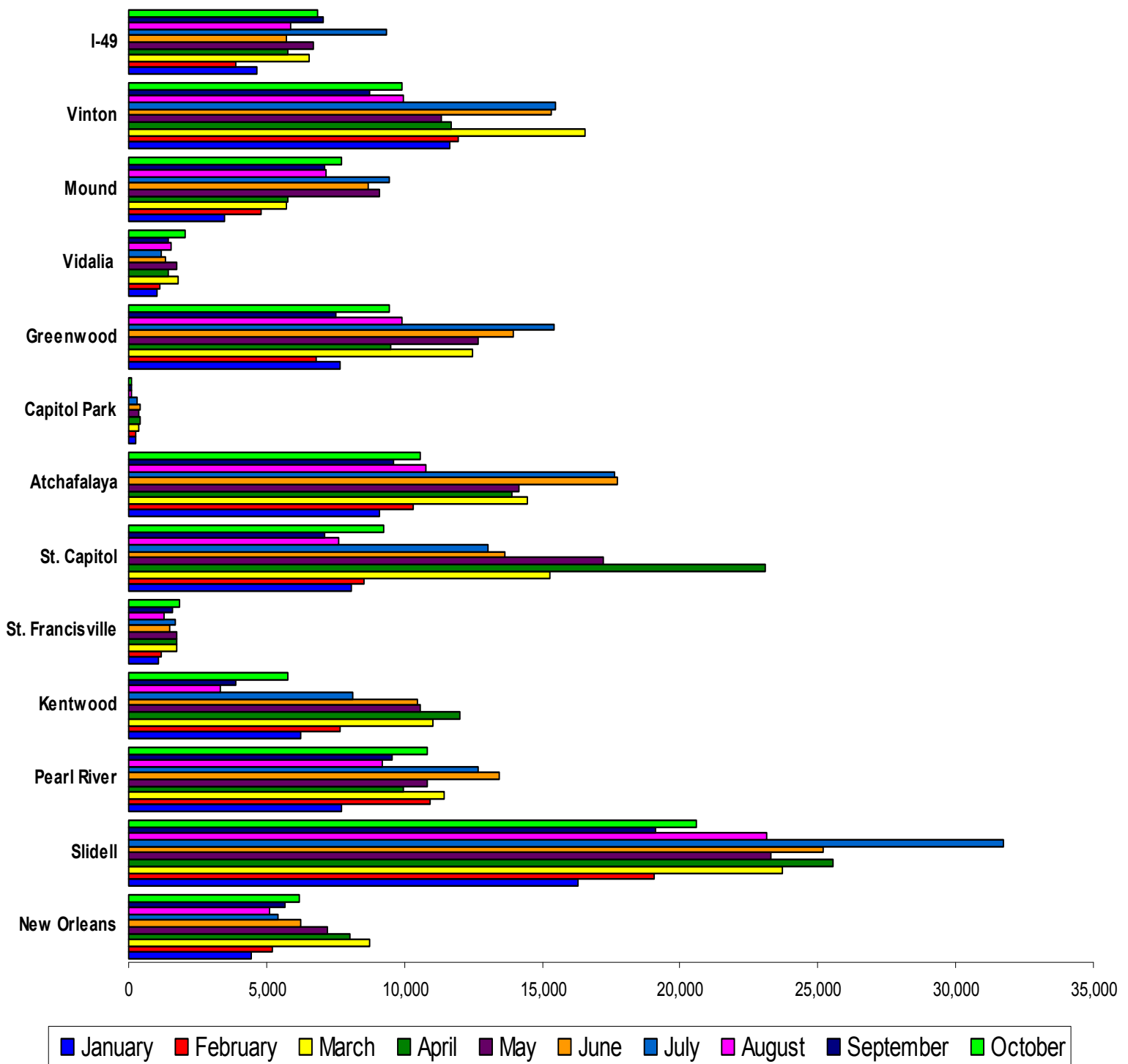
Airplane Enplanements

2010	New Orleans	Baton Rouge	Lafayette	Shreveport	Lake Charles	Monroe	Alexandria	Totals
January	290,449	25,124	15,951	17,543	4,127	6,483	11,950	371,627
February	307,089	25,247	16,216	15,999	4,262	5,871	13,772	388,456
March	359,874	30,824	17,361	19,353	4,840	8,152	12,270	452,674
April	358,332	32,478	19,251	20,254	5,300	7,507	15,589	458,711
May	392,135	35,570	21,018	22,076	5,793	9,011	16,303	501,906
June	337,106	34,106	20,538	24,454	5,916	9,511	14,715	446,346
July	357,280	37,462	20,607	25,206	5,989	10,267	16,195	467,017
August	299,838	32,134	19,245	21,919	5,649	N/A	14,618	387,754
September	N/A	N/A	N/A	21,449	5,638	N/A	18,973	40,422
Totals	2,702,103	252,945	150,187	188,253	41,876	56,802	134,385	3,514,913

Louisiana State Park Visitation



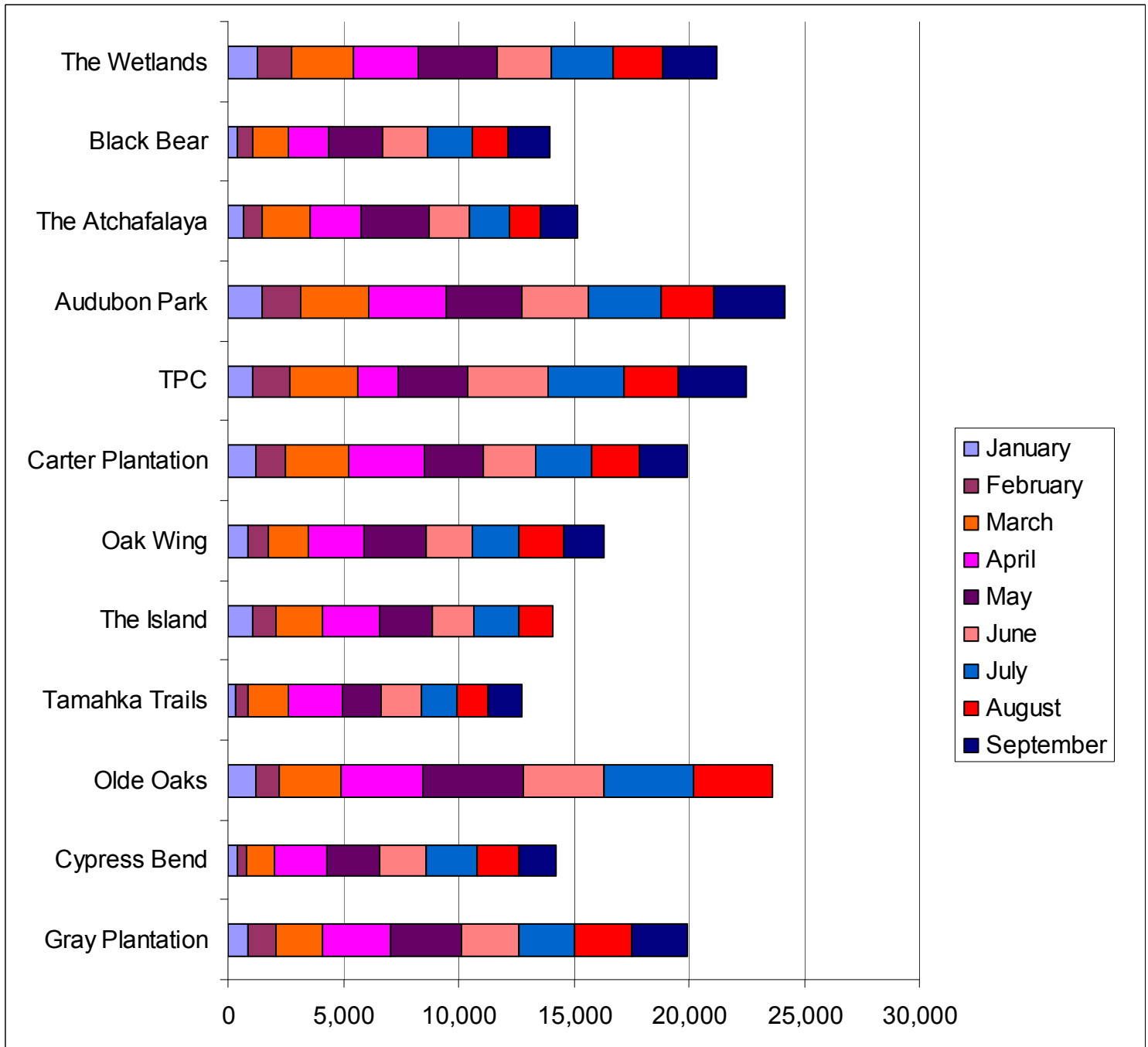
Welcome Center Visitation



January - October 2010 Total Welcome Center Visitation = 1,118,949

For more information on Welcome Center visitation please visit our Dashboard link at
<http://www.crt.state.la.us/tourism/research/>

Audubon Golf Trail Rounds of Golf



Louisiana's Audubon Golf Trail is a service of the Louisiana Office of Tourism

Media Inquiries:

For media inquiries about the Audubon Golf Trail, contact Melody Alijani, at 225 342-8142

or media@audubongolf.com.

For more detailed information on AGT stats please visit our Dashboard link at <http://www.crt.state.la.us/tourism/research/>

LouisianaTravel.com

Measurement Dashboard Quarterly Report

SIGNALS OF INTENT TO TRAVEL (SITs)

Total conversions

19.3%

of total page views

Newsletter Signup	625
Order a Guide	8,230
View Property Profile	79,039
View Event Details	12,393

MOST REQUESTED PAGES

Pages	Views	Bounce Rate
Home	102,872	39.4%
Destinations	19,010	43.2%
Guide Order	16,211	29.5%
Experiences/Festivals	15,453	46.7%
Attractions Listings	14,864	49.7%
Advanced Search	11,591	30.3%
Event Listings	10,176	49.7%
Guide Order Confirm	8,225	52.6%
Outdoor Listings	7,502	44.9%
Art/History/Culture Listing	6,457	68.4%
Cabins/Cottages Listings	6,348	37.2%
Hotel/Motel Listings	5,782	48.6%

*Coming Soon to
LouisianaTravel.com*

The screenshot shows the Louisiana Nature-Based Tourism website. At the top, the logo "LOUISIANA Nature-Based Tourism" is displayed. Below it, a large banner features a woman fishing from a boat, with the text "FISHING" and "Louisiana is the country's top fishing destination. Check it out for yourself." A "Learn More" button is also present. To the right of the banner, a navigation menu lists "Trails and Waterways" and "Parks and Nature", with a sub-menu for "Parks and Nature" including "Atchafalaya", "Birding", "Camping", "Fishing", and "Parks and Nature". Below the banner, a row of five small images shows various outdoor activities: fishing, a crocodile, a person kayaking, a person hiking, and a tent. To the left of this row, a section titled "Louisiana Nature-Based Tourism" contains placeholder text. Below this, a "Louisiana Listings" section lists "Parks and Nature", "Boating and Fishing", "Golf", "Sports and Recreation", "Outfitters", and "Beaches and Watersports". To the right, a video player shows a green screen with the text "An Outdoors Tour of Louisiana" and the "LOUISIANA" logo. At the bottom, a "Quick Links" section lists "Art, History & Culture", "Attractions", "Dining & Entertainment Events", "Lodging", "Outdoor Adventure", and "Visitor Services". A "Resources" section lists "Contact Us", "Link To Us", "Online Resources", "Media", "Privacy Policy", and "Site Map". The footer includes "Order a Tour Guide", "Sign up for eNewsletter", "Louisiana Travel Blog", and the "LOUISIANA LouisianaTravel.com" logo with a copyright notice for 2010.

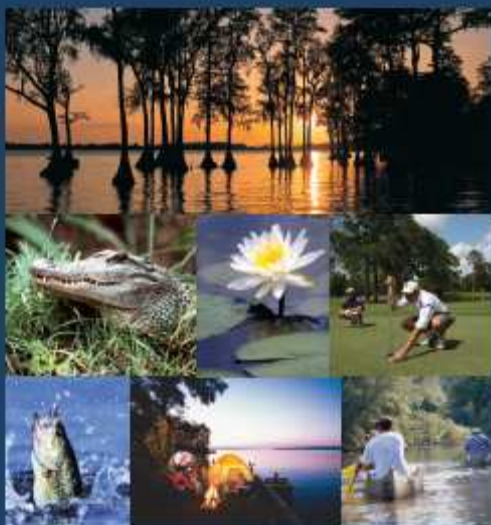


For more information on
Nature-Based
Tourism
please contact
Doug Bourgeois
at

DBourgeois@crt.state.la.us

Nature Based Tourism

LOUISIANA NATURE-BASED TOURISM



From the Lt. Governor

Travelers contribute \$750 billion annually to the U.S. economy in outdoor recreation, and eight percent of Americans who recently traveled did so for the primary purpose of outdoor recreation.

Of the people who traveled to Louisiana, only four percent did so for outdoor recreation.

We have an opportunity to focus on nature-based tourism and fulfill a need in our state.

From our coastal wetlands to our northern forests, Louisiana has long been known as "Sportsman's Paradise." Our nature-based tourism initiative will restore Louisiana as a premier destination for outdoor enthusiasts.

Scott Angelle

What is Nature-Based Tourism?

Nature-based tourism relies on experiences tied to the natural resources of our state, including ecotourism, adventure tourism, wildlife tourism, extractive tourism like fishing and hunting, and nature retreats. It covers a diverse range of experiences, attractions and activities.

Nature-Based Tourism Includes:

- Birding
- Biking
- Paddling
- Camping Parks and Gardens
- Swamp Tours
- Fishing
- Hunting
- Scenic Drives
- Golf
- Farm Tours
- Beach

Fast Facts on Nature-Based Tourism

Louisiana has a \$4.7 billion active outdoor recreation industry, which produces \$3.2 billion in annual retail sales and services; generates \$225 million in annual state sales tax revenue; and supports 48,000 jobs statewide.

Eight percent of Americans traveled with the primary purpose of outdoor recreation in 2009. In the same year, only four percent of travelers came to Louisiana for the primary purpose of outdoor recreation.

The aim of a nature-based tourism initiative in Louisiana is to increase the number of travelers who come to Louisiana for the primary purpose of outdoor recreation.


The Louisiana Office of Tourism develops and promotes several nature-based products including the Audubon Golf Trail; websites promoting biking and paddling destinations within the state; and the Atchafalaya National Heritage Area. Birding trails, state parks and state historic sites are also current nature-based tourism products promoted by the Louisiana Office of Tourism and the Louisiana Department of Culture, Recreation & Tourism.

For more information on nature-based tourism and other great things to do in Louisiana please visit Louisianatravel.com.



LOUISIANA
OFFICE OF THE LT. GOVERNOR

New Display Ads



**In Louisiana,
EVERY COURSE IS UNIQUE.**

On Louisiana's world-class Audubon Golf Trail, you can enjoy 13 courses, 216 holes, 215 days a year. Not to mention a location world-famous for food, music and nightlife. For great golf, among other things, call 800-GOLF OR LA or visit our website.

LOUISIANA
LouisianaTravel.com

Louisiana
Audubon
GOLF TRAIL
AudubonGolf.com

New Display Ads



© 2010 The Louisiana Department of Culture, Recreation & Tourism

Some people come here
TO CATCH MORE THAN BEADS.

There are as many ways to catch fish in Louisiana as there are ways to cook them. Cast a line along the gulf coastline or in one of our swamps, bayous or sparkling lakes, and hold on. For more information, call 800-66-GUMBO or visit our website.

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Louisiana Restaurant Industry at a Glance
<http://www.restaurant.org/pdfs/research/state/louisiana.pdf>



www.restaurant.org

Louisiana

Restaurant Industry at a Glance



Restaurants in Louisiana are a driving force in the state's economy. Their sales generate tremendous tax revenues. They provide jobs and build careers for thousands of people. They also provide healthful options for their guests, give back to their communities, and work to reduce their impact on the environment. Visit www.restaurant.org to learn more about what the restaurant industry does for Louisiana and the nation in four key areas: profitability and entrepreneurship, jobs and careers, food and healthy living, and sustainability and social responsibility.

Louisiana Restaurants by the Numbers ...

Sales

In 2010, Louisiana's restaurants are projected to register \$4.9 billion in sales.

Locations

In 2008, there were 7,516 eating and drinking places in Louisiana.

The Power of \$1

Every \$1 spent in Louisiana's restaurants generates an additional \$.96 in sales for the state economy.

The Power of \$1 Million

Every extra \$1 million spent in Louisiana's eating and drinking places generates an additional 29.4 jobs in the state.

Jobs

Restaurants employ 178,100 people in Louisiana.

Restaurant and foodservice employment in Louisiana



* projections

Restaurant jobs represent **9 percent** of employment in Louisiana.

Industry Research

Most Americans plan a couple of leisure trips for 2011 A survey by TripAdvisor found that 9% of Americans plan at least two leisure trips in 2011. About 36% of respondents said they plan to spend more on such trips than they did this year, while 42% said they would probably spend about the same amount. Rising airfares and bedbugs topped the respondents' list of travel concerns. (Source: [American City Business Journals/Milwaukee](#), 11/9)

Domestic travel for June/July/August was up 8.8 percent versus the same period in 2009, based on room night demand measurements by Smith Travel Research. Resort demand was up more modestly, at just over 5 percent. Assuming summer business travel accounted for some of the gain, Travel Industry Indicators estimates the leisure travel increase was 5.5 to 6.5 percent. At this level, essentially all of last summer's decline (down 6.1 percent) was recovered.

Domestic air travel for June/July/August was essentially unchanged (up 0.2 percent) versus last summer, in the face of significantly higher airfares (up 15 percent). Though the airlines were happy with their 87 percent load factor, higher fares and fees, the public opted for lower-cost ways to travel. What was good for the airlines wasn't necessarily good for the consumer.

VISA: 20% RISE IN U.S. INBOUND TOURISM SPENDING

A new report from Visa Inc. shows the tourism industry has begun to rebound during the first six months of 2010. From Jan. 1 to June 30 of this year, spending by international visitors to the U.S. on their Visa-branded payment cards was up 20% over the comparable period of 2009. At the same time, Americans are spending at higher levels when traveling internationally: Spending by U.S. travelers abroad on Visa cards was up 9.3% in the first quarter of 2010 compared to the same period in 2009. Total first-half visitor spending in the U.S. for Canada was \$4.6 billion, up 22%; the U.K. was \$1.2 billion, up 16%; Japan \$387 million, up 3%; Mexico \$819 million, up 24%; and Brazil \$835 million, up 73%.
(Source: www.TravelPulse.com, 8/31)

CONSUMER CONFIDENCE IMPROVES SLIGHTLY IN OCTOBER.

The Conference Board Consumer Confidence Index®, which had declined in September, increased slightly in October. The Index now stands at 50.2 (1985=100), up from 48.6 in September. Says Lynn Franco, Director of The Conference Board Consumer Research Center: "Consumer confidence, while slightly improved from September levels, is still hovering at historically low levels. Consumers' assessment of the current state of the economy is relatively unchanged, primarily because labor market conditions have yet to significantly improve. And, despite the uptick in Expectations, consumers continue to be quite concerned about the short term outlook. Both present and future indicators point toward more of the same in the coming months." (Source: www.conferenceboard.org, 10.26.10)

Louisiana Office of Tourism Updated Staff Contact List

Administration

Administration provides leadership to the Louisiana Office of Tourism, including initiating partnerships and new programs; managing existing programs; and setting policy. It coordinates the program efforts and initiatives within the Office of Tourism, with those of advertising agencies, among other Louisiana Department of Culture, Recreation and Tourism agencies, and other public, private and non-profit travel industry partners to achieve maximum outcomes.

Jim Hutchinson	Assistant Secretary	225/342-8125
Jack Warner	Deputy Assistant Secretary	225/342-8123
Charlotte Galloway	Contracts/Grants Supervisor	225/342-7385
Marlene Curcio	Executive Assistant	225/342-8125
General Tourism Information		225/342-8100

Research & Development

Research conducted by the Louisiana Office of Tourism monitors and gauges the success of the state's advertising, tracks visitors, develops visitor profiles, identifies markets, monitors national trends that affect Louisiana and analyzes the economic impact of tourism on the state and on the 64 parishes within the state. The Development section centralizes product development activities, such as Niche Markets, Louisiana Byways (www.louisianabyways.com), the Mississippi River Road Commission, the Atchafalaya National Heritage Area (www.atchafalaya.org), and tourism industry outreach with the state, domestic and international travel trade marketing and sales efforts. Niche marketing products include biking (www.bikelouisiana.com), paddling (www.paddlinglouisiana.com), the African-American Heritage Trail (www.astorylikenoother.com), and the Audubon Golf Trail (www.audubongolf.com).

Melody Alijani	Director	225/342-8142
Doug Bourgeois	Program Manager	225/342-8146
Debra Credeur	Program Manager	225/219-0768
Lynne Coxwell	Research & Policy Analyst	225/342-2876
Jeff Richard	Research & Development Coordinator	225/342-7454

Programs & Services

Serves as a collaborative creative clearinghouse to administer, manage and implement an aggressive, consistent and comprehensive marketing plan, including advertising, promotional initiatives, public relations and special events.

This section oversees the Louisiana Tourism Sponsorship & Partnership Program and International marketing.

Misty Velasquez, Director	225/219-9858
Lindsey Lightfoot, Program Manager (Agency Liaison)	225/342-7987
Leeann Borne, Sponsorship & Partnership Program Manager	225/342-6376
Susan Smith, International Program Manager	225/342-8207

Louisiana Office of Tourism Updated Staff Contact List

Welcome Centers

Louisiana's Welcome Centers, located along major highways entering the state and in two of Louisiana's largest cities, provides a safe, friendly environment in which to welcome visitors and provide them information about area attractions and to encourage them to spend more time in the state. Louisiana Office of Tourism created a friendlier environment by adding wireless internet and televisions with CNN and Weather Channel accessibility. Moreover, the Welcome Centers serve as regional interpretive centers through expanded marketing efforts for trails, Louisiana Byways and other products developed to entice visitors to extend their stay in the state.

Nancy Broussard, Director
Mike Prejean, Capitol Park

225/342-8122
225/219-1200

Consumer Information Services

Consumer Information Services responds as quickly and as efficiently as possible to potential visitors' requests for information on Louisiana. It seeks innovative and challenging methods to achieve the fastest turnaround time on the delivery of consumer inquiries.

Karen Lineske, Tourist Counselor

225/342-8119

To subscribe to or to obtain
more
detailed statistics or information
on topics
covered in this newsletter,
contact
Jeff Richard at
jrichard@crt.state.la.us.



Scott Angelle
Lieutenant Governor

Jay Dardenne
Lieutenant Governor-Elect

Pam Breaux
Secretary, DCRT

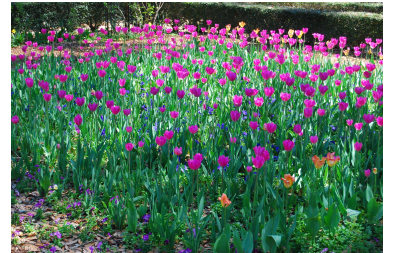
James L. Hutchinson
Assistant Secretary, Tourism

Melody Alijani
Director of Research & Development

Lynne Coxwell
Research & Policy Analyst

Jeff Richard
Research & Development Coordinator

This publication is designed to inform the reader on current trends in the travel industry.
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